

International Media Association for Peace One-Day Seminar in Lusaka, Zambia

Fabrice Djimadoum
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The International Media Association for Peace (IMAP) one-day seminar was held in Lusaka, Zambia at Peace Embassy Building on June 30th, 2017. Fifty invited journalists from both public and private media associations attended the seminar.

This seminar was the following of the launching of IMAP on June 19, 2017 in Lusaka. This event with the theme “Responsible Journalism in a Pluralistic Society – a Zambian Perspective,” was graced by Chairman of Universal Peace Federation (UPF), Rt. General Malimba N. Masheke as well as UPF General Secretary Rev. Rudolf Faerber.

Others to address the seminar included Mr. Uwe Schneider, our former missionary who visited Zambia as professional chess coach.

Others were Marcel D. Muyango, UPF Secretary General for Rwanda as a guest speaker and media consultant from Rwanda, as well as Ms. Sally Chiwama, a Zambian media consultant.



Ms. Chiwama, the Media consultant who is MISA (Media Institute of Southern Africa) Program Officer gave a presentation related to the theme. In her presentation, she encouraged all journalists present to join

the IMAP. She further said: “I am in MISA and this is the first time for such an organization to be formed”.

Both Mr. Schneider from Germany and Mr. Muyango from Rwanda spoke about learning from history of conflicts and reconciliation in their respective countries which experienced a genocide, namely the Jewish Holocaust and the genocide against the Tutsi.

Rev. Rudolf Faerber gave a presentation on UPF peace principles as espoused by the True Parents and excerpt of True Father words of advice for the media.

Journalists later held elections for an interim committee to guide the IMAP. Ten (10) board of members were elected and the Chairman is the UPF Peace Council Member, a renowned journalist.

After a group photo and after the closing of the seminar, delegates continued to discuss with one another for some time.

